



Innovative Business Thinking

...profiting from ideas and innovation

There is no area of business that will not respond to creative thinking. Our innovative business thinking programme is designed to overcome the inhibitors and enable your team (or even your organisation) to think freely and creatively, but it shouldn't stop there.

We illustrate how to analyse ideas and how to overcome implementation problems by breaking down the process into bite-size chunks. The course can reactivate your grey cells and give you the techniques to put ideas into action.

Content

- Generate innovative ideas for business improvement
- Use techniques to widen your thinking style
- Run innovative group thinking sessions
- Use skills and techniques to generate group creativity
- Translate ideas into implementation

Features

- Comprehensive 'toolkit' for use in the workplace
- 16 easy techniques for creative thinking
- Easy guide to running innovative group sessions
- 5 techniques for picking winning ideas

Duration: Two day course

Venue: London Gatwick

Course price: £695 +VAT





Innovative Business Thinking

Day one

1. How your brain performs

- Creativity tests
- Use of association tables
- Dominant side of the brain
- Business applications

2. Business examples of creative thinking

- Creativity and business
- Innovation
- Customer service improvements
- New products or services

3. Structured approach to creative thinking

- Increasing the number of options
- Focus on the problem
- Challenges
- Blocks to creative thinking

4. Your preferred thinking style

- Creativity questionnaire
- Scoring
- Interpretation

Day two

5. How your creativity is influenced

- Modelling
- Analogy
- How behaviour is influenced
- Exercises

6. Value of creative thinking

- Take a fresh look at your job
- Reducing fire fighting
- The improvement cycle
- Identifying improvement opportunities

7. Breakthroughs

- Organisational breakthroughs
- Personal breakthroughs
- BPR
- Visualisation exercises

8. Creative thinking in groups

- Managing group processes
- Uses for groups
- Phases for group development
- Types of group member

9. Creative techniques

- Climate required for learning groups
- Dysfunctional groups
- Group processes
- Creative techniques